

Abstract

In a customer reward scheme, a user who purchases a product or service is provided with a token code. The user enters a token code in a mobile terminal, which transmits the token code to a server. The server causes a value associated with the token code to be added to the user's account. The user receives a message indicating the total value accumulated in the user's account. If the accumulated value in the user's account exceeds a predetermined threshold, the user receives a message containing a question. The user enters an answer to the question into the terminal. If the answer is correct, a bonus value is added to the customer account. The terminal automatically transmits a prestored terminal or user identity code. This identity code is used as an identifier to create and update the user's account. Messages may be addressed to the user by means of the identity code. The messages may include a password which can be used during a subsequent registration process in which the user provides user details which are then associated with the user's customer account and/or during a redemption process in which a value stored against the customer's account is redeemed for a reward. In an alternative, competition application, a competition entry code is broadcast. Competition entrants enter the code into their mobile terminals and send it as a message to an address which accompanies the broadcast. A database of competition entrants is set up using unique identifiers which are sent by the mobile terminals. The received codes are first checked for validity before the unique identifiers are added to the database. One or more winners are selected at random from the database and a password is sent to the mobile terminal of each winner. The winners then log on to a website using their password to collect their prize.